

Message Text

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BEWT FOR KRAMARIC

E. O. 11652: N/A

TAGS: BEXP, BE, BU

SUBJECT: U.S. PARTICIPATION USDOC EXHIBIT 1974 PLOVDIV FAIR -
CESSNA AIRCRAFT COMPANY

REF: SOFIA 0990/STATE 131325

1. JOSIP BERNAS, DISTRICT SALES MANAGER, CESSNA AIRCRAFT CO., BRUSSELS, BELGIUM, NET AT EWTC JUNE 20, WITH DIRECTOR MARTIN AND ERIC SVENDSEN, EMB SOFIA. MR. BERNAS SAID CESSNA WANTS TO PARTICIPATE IN U.S. EXHIBIT AT 1974 PLOVDIV FAIR IF IT CAN GET PLANE TO FAIRGROUND WITHOUT DAMAGE SUCH AS OCCURRED IN TRANSPORTING CESSNA AIRCRAFT TO PLOVDIV FAIR BY ROAD FROM SOFIA IN 0972.

2. WE AGREED THAT CESSNA WILL FIRST INVESTIGATE WHETHER AIRCRAFT CAN BE MOVED DIRECTLY FROM SHIP TO RAILWAY CAR AT PORT AND GO BY RAIL STRAIGHT INTO FAIRGROUNDS. ALTERNATIVELY, IF SEA FREIGHT PACKAGE CAN NOT BE ACCOMMODATED IN RAILWAY CAR, CESSNA WILL SEE IF PLANE CANNOT BE REPACKED FOR RAILWAY TRANSPORT. THIRD ACCEPTABLE ALTERNATIVE IN CESSNA VIEW WOULD BE TO ASSEMBLE PLANE AFTER UNLOADING FROM SHIP, FLY IT TO PLOVDIV, DISASSEMBLE IT AT IRPORT AND TRUCK IT TO FAIRGROUNDS FOR REASSEMBLY. CESSNA LILLING TO TRUCK PLANE UP TO 20 MILES. MR. BERNAS SAID FLIGHT CLEARANCE PROVED NO PROBLEM IN 1972
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AND EXPECTS HE CAN GET CLEARANCE THROUGH NORMAL INTERNATIONAL

CIVIL AVIATION CHANNELS IF CESSNA DECIDES TO FLY PLANE TO PLOVDIV.

3. MR. BERNAS SAID CESSNA WILL FIRST CHECK ABOVE ALTERNATIVES AND THEN SEND IN SIGNED PA AND CHECK IN ABOUT 8-10 DAYS. WE EXPLAINED CERTAIN PROVISIONS OF PA TO MR. BERNAS AND NOTED TIME IS GETTING SHORT FOR SUBMISSION OF PA. MR. BERNAS POINTED OUT FOLLOWING CESSNA COSTS: SHIPPING FROM WICHITA TO BRUSSELS U.S. \$5,000.00, FLIGHT COSTS TO PLOVDIV U.S. \$ 500.00, COST OF HAVING MAN AT FAIR U.S. \$1,500.00 PLUS U.S. \$ 45.00 PER SQUARE METER RENTLA WHICH HE SAID IS TEN TIMES COST OF HANNOVER AIR SHOW SPACE.

4. CESSNA VERY INTERESTED IN BULGARINA MARCET BASED ON RESEARCH WHICH SHOWS BULGARIA TO BE THIRD LEADING COUNTRY AFTER U.S. AND USSR IN AGRICULTURAL AVIATION OPERATIONS. MOREOVR CESSNA UNDERSTANDS BULGARIANS WANT WESTERN AGRICULTURAL AIRCRAFT FOR USE IN BULGARIAN ID PROJECT IN SUDAN BECAUSE OF BETTER AVAILABILITY OF WESTERN SPARE PARTS IN SUDAN. CESSNA WANTS USDOC ASSISTANCE AT PLOVDIV FAIR IN MAKING SALES TO BALKAN AIRLINE AGRICULTURAL SALES SECTION AND IS HOPING FOR SALES OF NUMBER OF AIRCRAFT. CESSNA HAD GOOD RELATIONS WITH SOME KEY BALKAN AIRLINE PERSONNEL IN 1972 BUT LOST CONTACT AFTER THESE KEY PEOPLE LEFT.

5. ACTION EMB SOFIA. REQUEST YOU TRY IDENTIFY OFFICIALS OF BALKAN AIRLINES IN CHARGE OF AGRICULTURAL OPERATIONS AND PURCHASES OF AIRCRAFT AS WELL AS GENERAL DIRECTOR. ALSO RELEVANT FTO KEY PERSONNEL.

6. ACTION USDOC. RECOMMEND VAN DEN BERGH PREPARE MARKETING APPROACH FOR USE AT PLOVDIV IN SUPPORT OF CESSNA. HUMES

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